

*RJReynolds*

Tobacco Company

July 15, 1996

Mr. J. W. Best  
 Mr. P. J. Cundari  
 Mr. R. M. Sanders  
 Mr. D. L. Wilmesher

Gentlemen:

RE: **WINTER OLYMPIC CHALLENGE**  
Lake Placid, NY - February 12-16, 1997

As Information, we have contacted Rave Review Event Management and they are currently holding 40 spots (20 couples) for the above event in 1997.

Due to the uniqueness of this event, we need your assistance in determining which of your key customers should be targeted. This information will help us in determining whether we need to participate in this event, and also, how many spots we need to support your requests.

Please send my a prioritized customer listing (10 names-max.) by August 16, 1996, to help us in making a final decision relative to this event.

*TWT*  
 T. W. Trader

TWT:cg

cc: Mr. M. L. Jones  
 Ms. M. H. Preston  
 Ms. C. A. Spach

*VID  
 KAMs on  
 8-14-96  
 ny*

*9 pgs.  
 8/15/96*

T. W. Trader (Tom)  
 Director - Trade Relations

Winston-Salem, NC 27102  
 910-741-8958

*Jim P  
 RSM's  
 Let me know  
 ASAP if you or KAM  
 would like to transmit  
 Good Chans  
 Done*

"We work for smokers."

51853 1538